13-Mar-91

TOTAL PRICE VALUE GROUP MARKET SHARE

F.E.T. - $2/1000 IN JAN.91,JAN.93
PRICE VALUE SHARE @ 20.7 IN 1991 (BASE)
INDUSTRY DECLINE -2.5%/YEAR (TAKEAWAY)

	TOTAL	DIFF VS. YAG	BLACK & WHITE	DIFF VS. YAG	BRANDED	DIFF VS. YAG	PV 25'S	DIFF VS. YAG	PRICE-OFF	DIFF VS. YAG	SUB-GENERICS	DIFF VS. YAG	PV 30'S	DIFF VS. YAG
1980	0.04		0.04											
1981	0.45	0.41	0.45	0.41										
1982	0.95	0.50	0.95	0.50	0.00	0.00	0.00	0.00						
1983	3.33	2.38	2.92	1.97	0.36	0.36	0.05	0.05						
1984	5.52	2.19	4.35	1.43	0.38	0.02	0.78	0.73						
1985	7.30	1.78	4.62	0.27	1.38	1.00	1.30	0.52						
1986	8.90	1.60	4.30	-0.32	2.69	1.31	1.90	0.60	0.01	0.01				
1987	10.23	1.33	3.95	-0.35	4.34	1.65	1.70	-0.20	0.24	0.23				
1988	11.12	0.89	3.27	-0.68	6.05	1.71	1.20	-0.50	0.60	0.36				0.00
1989	14.90	3.78	2.76	-0.51	9.55	3.50	0.89	-0.31	0.74	0.14	0.94	0.94	0.02	0.02
1990	19.24	4.34	3.61	0.85	10.42	0.87	0.69	-0.20	0.99	0.25	3.50	2.56	0.03	0.01
1991*	25.64	6.40	5.66	2.05	11.46	1.04	0.60	-0.09	1.11	0.12	6.79	3.29	0.02	-0.01
WP|I 2.88C	24.64	5.40	5.21	1.60	11.46	1.04	.60	-.09	1.11	0.12	6.24	2.74	02	
*PROJECTIONS	-1.0	2.88 -.45								2.88 -.55				
1991 ORIGINAL	22.80	3.56	4.10	0.49	11.29	0.87	0.53	-0.16	1.53	0.54	5.33	1.83	0.02	-0.01

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Source: https://www.industrydocuments.ucsf.edu/docs/qsfj0004